

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hamsard 3115 Limited		12/11/2008	Limited Company: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	PV Doyle Hotels Limited
Street Address:	156 Pembroke Road
City:	Ballsbridge, Dublin
State/Country:	IRELAND
Postal Code:	4
Entity Type:	Limited Company: IRELAND

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77588329	THE WESTBURY HOTEL DUBLIN CD
Serial Number:	77588332	THE BRISTOL HOTEL BRISTOL CD
Serial Number:	77588336	THE BACK BAY HOTEL BOSTON CD
Serial Number:	77588339	THE CROKE PARK HOTEL DUBLIN CD
Serial Number:	77588341	THE KENSINGTON HOTEL LONDON CD
Serial Number:	77588343	THE NORMANDY HOTEL WASHINGTON CD
Serial Number:	77588347	CD
Serial Number:	77588350	THE CORK HOTEL CORK
Serial Number:	77588353	THE MARYLEBONE HOTEL LONDON DC
Serial Number:	77588354	THE DUPONT HOTEL WASHINGTON DC
Serial Number:	77588358	THE DOYLE COLLECTION DC
Serial Number:	77588334	THE GREAT RUSSELL HOTEL LONDON CD

CORRESPONDENCE DATA

900125300

TRADEMARK
REEL: 003922 FRAME: 0811

OP \$315.00 77588329

Fax Number: (612)332-9081

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 612.336.4615

Email: ccaron@merchantgould.com

Correspondent Name: Christopher J. Schulte

Address Line 1: P.O. BOX 2910

Address Line 2: Merchant & Gould P.C.

Address Line 4: Minneapolis, MINNESOTA 55402-0910

ATTORNEY DOCKET NUMBER:

15875.20US01

DOMESTIC REPRESENTATIVE

Name: Christopher J. Schulte

Address Line 1: P.O. Box 2910

Address Line 2: Merchant & Gould P.C.

Address Line 4: Minneapolis, MINNESOTA 55402-0910

NAME OF SUBMITTER:

Christopher J. Schulte

Signature:

/Christopher J. Schulte/

Date:

01/23/2009

Total Attachments: 6

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DATED 11 Dec 2008

HAMSARD 3115 LIMITED (1)

And

PV DOYLE HOTELS LIMITED (2)

TRADE MARK ASSIGNMENT

Hammonds LLP

7 Devonshire Square London EC2M 4YH DX 136546 Bishopsgate 2

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Reference JUR.12-11 (CJM)

DATE OF ASSIGNMENT

11 *June* 2008

2008

PARTIES

- (1) **HAMSARD 3115 LIMITED** (Company No. 6536231) of Rutland House, 148 Edmund Street, Birmingham, B3 2JR, United Kingdom (the "Assignor")
- (2) **PV DOYLE HOTELS LIMITED** of 156 Pembroke Road, Ballsbridge, Dublin 4, Ireland (the "Assignee")

INTRODUCTION

- A The Assignor is the proprietor of the trade marks of which details are set out in the Schedule to this assignment (the "Trade Marks").
- B The Assignor has agreed to assign the Trade Marks to the Assignee.

IT IS AGREED THAT:

- 1 In consideration of the payment of the sum of £1 (receipt of which is acknowledged) the Assignor hereby assigns to the Assignee with full title guarantee the entire right, title and interest in the Trade Marks free of all liens, charges, options, licences and encumbrances together with any goodwill associated with the use of the Trade Marks.
- 2 This assignment includes all rights and benefits relating to the Trade Marks, including (without limitation) the right of the Assignee to bring proceedings against any third party and claim relief in respect of any infringement or unauthorised use of the Trade Marks whether occurring before, on or after the date of this assignment.
- 3 The Assignor agrees to execute any further documents and to do all things which may be necessary to give effect to this assignment, including all things to enable the Assignee to record this assignment in the records of OHIM.
- 4 The Assignor and the Assignee agree that Hammonds LLP may sign on their behalf any documents required in order to confirm the assignment of the Trade Marks to the Assignee.
- 5 This assignment may be signed in any number of counterparts, and this has the same effect as if the signatures on the counterparts were on a single copy of this assignment.

6 The assignment is governed by and shall be construed in accordance with English law and the parties submit to the jurisdiction of the English courts for all purposes relating to this assignment.

IN WITNESS of which the parties have signed this assignment on the date set out above.

[Signature]

SIGNED by

for and on behalf of HAMSARD 3115
LIMITED in the presence of:

Witness

Signature

Name

Occupation

Address

: *Leanne Daly*
:
:
: *Company Secretary*
:

11 Dec 2008

[Signature]

SIGNED by

for and on behalf of PV DOYLE HOTELS
LIMITED in the presence of:

Witness

Signature

Name

Occupation

Address

: *[Signature]*
:
: *Leanne Daly*
:
: *Company Secretary*

11 Dec 2008

SCHEDULE 1 – TRADE MARKS

Mark	Country	Number	Classes	Status
CAPE NOVO	EU	7107280	41, 43, 44	Pending
LANDSEER	EU	7188576	41, 43, 44	Pending
THE WESTBURY	EU	7237399	41, 43, 44	Pending
THE DU PONT	EU	7237431	41, 43, 44	Pending
The Westbury Hotel DUBLIN				
and DC device	EU	7290431	41, 43, 44	Pending
The Bristol Hotel BRISTOL				
and DC device	EU	7290513	41, 43, 44	Pending
The Great Russell Hotel LONDON				
and DC device	EU	7290562	41, 43, 44	Pending
The Back Bay Hotel BOSTON				
and DC device	EU	7290646	41, 43, 44	Pending
The Croke Park Hotel DUBLIN				
and DC device	EU	7290737	41, 43, 44	Pending
The Kensington Hotel LONDON				
and DC device	EU	7290778	41, 43, 44	Pending
The Normandy Hotel WASHINGTON				
and DC device	EU	7290811	41, 43, 44	Pending
DC device	EU	7290838	41, 43, 44	Pending
The Cork Hotel CORK and DC device	EU	7290951	41, 43, 44	Pending
The Marylebone Hotel MARYLEBONE				
and DC device	EU	7291016	41, 43, 44	Pending
The DuPont Hotel WASHINGTON				
and DC device	EU	7291041	41, 43, 44	Pending
THE DOYLE COLLECTION				
and DC device	EU	7291073	41, 43, 44	Pending

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TRADEMARK(S) ASSIGNMENT

WHEREAS, Hamsard 3115 Limited, a Limited Company incorporated under the laws of United Kingdom and having an office and place of business at Rutland House, 148 Edmund Street, Birmingham B3 2JR, United Kingdom (hereinafter referred to as ASSIGNOR), has adopted and is using the following marks for which said ASSIGNOR has adopted, used and is using the following marks for which an application was filed in the U.S. Patent and Trademark Office:

THE WESTBURY HOTEL DUBLIN & Design, Serial No. 77/588,329, filed 8 October 2008,

THE BRISTOL HOTEL BRISTOL & Design, Serial No. 77/58,332, filed 8 October 2008,

THE GREAT RUSSELL HOTEL LONDON & Design, Serial No. 77/588,334 , filed 8 October 2008,

THE BACK BAY HOTEL BOSTON & Design, Serial No. 77/588,336, filed 8 October 2008,

THE CROKE PARK HOTEL DUBLIN & Design, Serial No. 77/588,339, filed 8 October 2008,

THE KENSINGTON HOTEL LONDON & Design, Serial No. 77/588,341, filed 8 October 2008,

THE NORMANDY HOTEL WASHINGTON & Design, Serial No. 77/588,343, filed 8 October 2008,

MISCELLANEOUS DESIGN, Serial No. 77/588,347, filed 8 October 2008,

THE CORK HOTEL CORK & Design, Serial No. 7/588,350, filed 8 October 2008,

THE MARYLEBONE HOTEL LONDON & Design, Serial No. 77/588,353, filed 8 October 2008,

THE DUPONT HOTEL WASHINGTON & Design, Serial No. 77/588,354, filed 8 October 2008, and

THE DOYLE COLLECTION & Design, Serial No. 77/588,358, filed 8 October 2008,

WHEREAS, PV Doyle Hotels Limited, a Limited Company incorporated under the laws of Ireland and having an office and place of business at 156 Pembroke Road, Ballsbridge, Dublin 4, Ireland (hereinafter referred to as ASSIGNEE), is desirous of acquiring said mark(s);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said marks, together with the good will of the business symbolized by the mark(s), the above-identified registrations for the mark(s) and the above-identified application(s) for registration of said mark(s).

Hamsard 3115 Limited

By: _____

Title: _____

Date: _____

Sean O'Leary